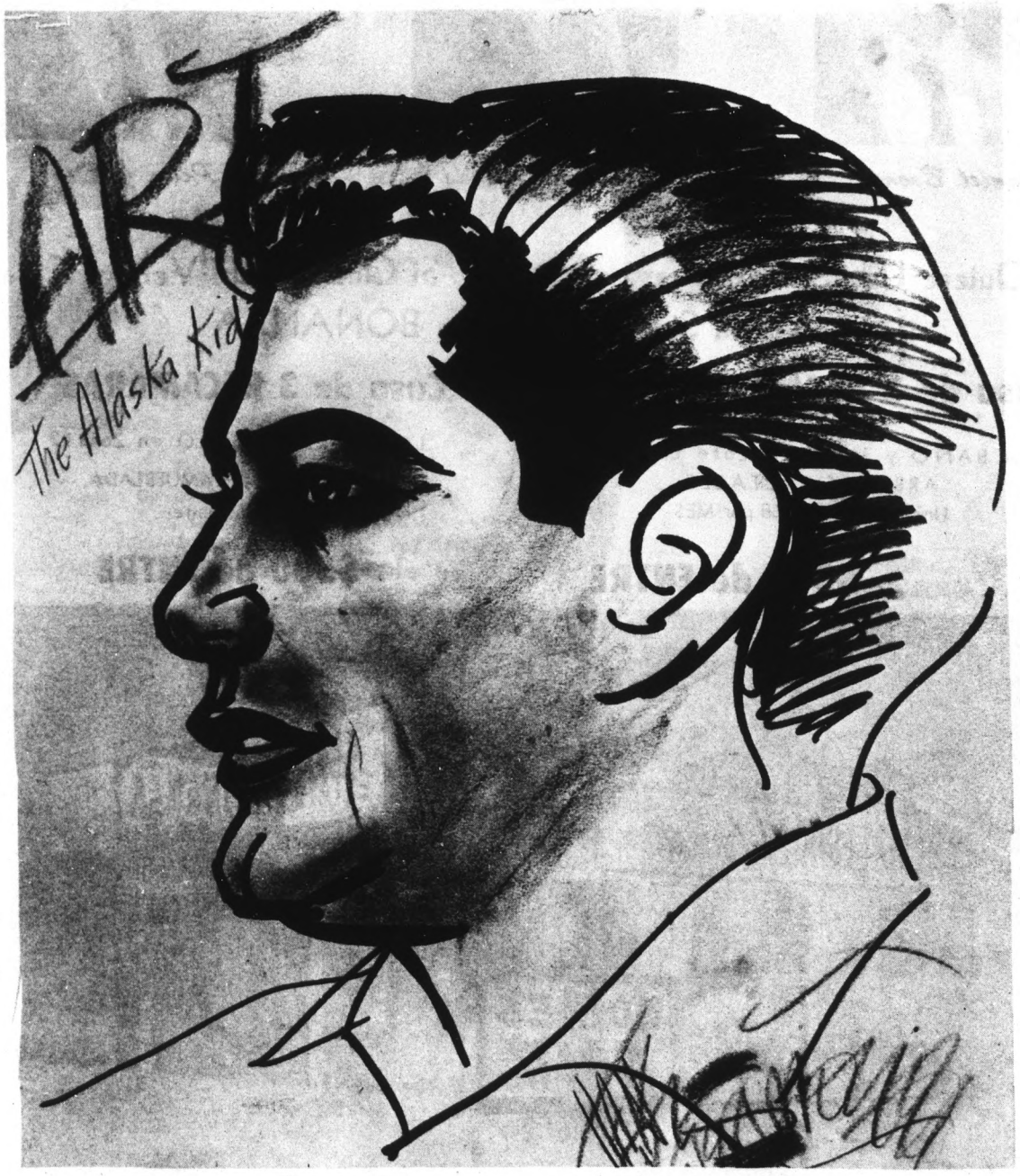
El Excéntrico

Magazin Social, Fotográfico Latino-Americano

HUMBERTO GARCIA
Director

AÑO 14. Num. 1 | OCTUBRE 20, 1963 | SAN JOSE 10, CALIFORNIA



A Biographical sketch of Art "Alaska" Lopez

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Denise Vazquez Miss Elite of 1963



On Saturday, October 5th
the popular all ladies CLUB ELITE
held it's 3rd ANNUAL
FORMAL BALL and BEAUTY PAGEANT
at the Hotel Sainte Claire

Winner of this event was Miss Denise Vazquez
daughter of Mr. and Mrs. David Vazquez.

EXCENTRICO photography.....



2nd RUNNERUP
Miss DORA GUTIERREZ
and handsome escort Tony Guillen
represented Club San Felipe

●

3rd RUNNERUP
Miss MARIA ELENA SORIA
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A Biographical sketch of Art "Alaska" Lopez



In picture: Raul Eichner, " Alaska ", Andy Sanchez and Adolfo Saenz, camaradship at it's best.

ART "ALASKA" LOPEZ, well known bachelor and man about town, was born in Los Angeles, California, and raised in Mexico City. He attended Mexico City College but had to quit to support his two young sisters (both of them married now). His only means of support was derived by playing professional baseball in Mexico. His first encounter with baseball was at the tender age of 15, the first three months he played with such famous teams as the Diablo Rojos. Later he started playing semi-pro with the Juarez Loreto. Manager Mike Oropeza was with this team at that time. After two years of playing with this team, he was contracted to play with the Ron Piza. Manager was Hector C. Guzman. Reason he didn't continue in baseball was due to an ankle injury, instead he came back to the United States.



Among his many hobbies, dancing is one of his favorites recently won a Cha-Cha-Cha contest at the Sinaloa Club in San Francisco.

In 1951 he won the Golden Gloves Boxing Tournament in Mexico City.

He has also played bit parts as an extra in Mexican motion pictures, some of which already have appeared at the Liberty Theater in San Jose.

"Alaska", as most of his friends call him, tells us that once while working in railroad as a crew foreman he had the pleasure of having Hank (The Kid) Paramo working under him with two others from San Jose back in 1954. Hank didn't last two days, his muscles gave out on him.

His sense of humor has won him the respect and admiration of many friends in San Jose. He has been able to make a success of himself in his own way of making a living. He is always in the social circle of San Jose, drives a new car every year and carries a pocketful of money at all times.

He says "I hate to be broke and have to borrow money, so that nobody will talk about you, show them you are a true friend by not trying to borrow from them."

Being a tall husky athlete, he can usually handle himself in any situation, although he is as gentle as a lamb with the opposite sex.

Being a carefree individual, he can't understand why so many people take life so serious when there is so much to enjoy if you like people and have money.



EMMA LOPEZ
Art's lovely sister resides in Los Angeles, California



Dr. NOE ARRAZATE, D.C.

PRACTICA GENERAL

HORARIO: De LUNES a SABADO
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Views & Reviews



Bob Rodriguez

THINGS ARE GETTING REAL HOT

Congressman Charles Gubser led a vicious attack on Dr. Ernesto Galarza on the floor of the House of Representatives asking that Dr. Galarza be removed as a consultant for the House Labor & Education Committee in the investigation of the Salinas tragedy in which 32 braceros lost their lives. There are about 10 separate investigations being conducted and Mr. Gubser who is for extension of the Bracero Program (P.L. #78) has chosen Dr. Galarza as a target. Congressman Gubser has taken on more than he can chew and you can expect Dr. Ernesto Galarza, one of our most distinguished Mexican Americans, to come fighting back.

The American GI Forum of California has issued a challenge to Congressman Gubser to meet Dr. Galarza in public debate, away from his congressional immunity. It would be safe to say that Mr. Gubser will not meet the challenge. Congressman Don Edwards from our district will no doubt respond to Gubser's attack in defense of Dr. Galarza. Many wires were sent to Congressman Edwards urging him to answer Gubser's charges and no doubt he will. It is not the first time that Dr. Galarza, who has spent a lifetime fighting for the farm worker, has been viciously attacked. While Dr. Galarza has stood alone against his enemies on other occasions there are many who have now rallied to his support. Keep your eye on the newspapers.

DEMONSTRATIONS HAVE STARTED

Demonstrations are nothing new, but they are to Mexican Americans. Over 1,000 Mexican Americans demonstrated in Fresno in front of the court house on Sunday, October 20, against extension of the Bracero Program. If the law is extended by Congress you can expect many more of these demonstrations throughout the country. PL #78 (Bracero Program) has to go and plenty of people are getting excited.

PHIL SANCHEZ OUTSTANDING CALIFORNIAN

Phil Sanchez, who became the County Administrator for Fresno County at the age of 32, was honored as one of the five outstanding young men in California this year by the California Junior Chamber of Commerce. Congratulations to an outstanding young man.

Candy Veliz Loses But Puts Up a Good Fight

Candy Veliz lost his bid for election as Business Agent for the Cannery Union but put up a good campaign. I have a feeling Candy will be back in the thick of battle next time around.

DEAR RUDY

I offered apologies as opposed to making an apology. It's up to you whether you want to accept them. If you don't want apologies then (Like David Sierra says), "You may fire when ready, Captain!"

KEEP YOUR EYE ON VIKKI CARR

Vikki Carr, a tremendous singer, made an appearance on the Jerry Lewis show recently. Vikki, of course, is Florencia Vicenta Cardona, age 23, and hails from El Paso, Texas (Like those Texans are at it again).

Pick up her Liberty album "Color her Great". She does a smash job on 'San Francisco'. She's headed for the top.



GLORIA DIAZ "MISS REFRESHING SMILE"

Gloria Diaz from Los Angeles won the Hamm's Beer contest for the gal with the most refreshing smile. We agree.....in spades!!!!!!

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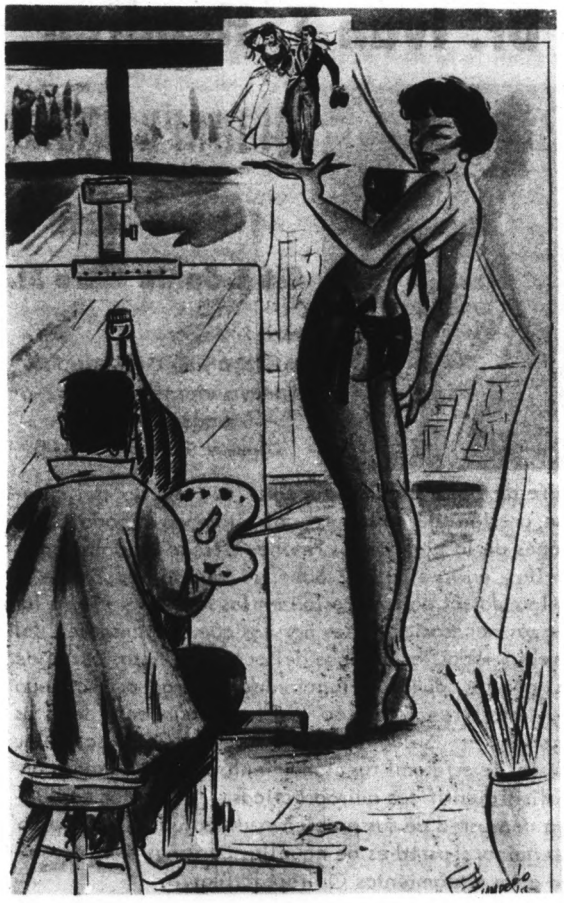
EXCENTRICO PUBLISHING HOUSE 195 DEVINE ST. SAN JOSE, CALIF.





IN MEMORIAM

We extend our deepest sympathies to the Sotelo Family on the tragic death of Frankie, the youngest member of a family of active Forumeers, whose death as a result of an auto accident has saddened Forums throughout the state.



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COUNTY
WELFARE DEPARTMENT

Frances Trimble

Foster Home Recruiter
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Did you know that the Santa Clara County Welfare Department has an Adoption unit, and that since March, 1960, it has placed 382 children in adoptive homes?

Like other modern adoption agencies, the Welfare Department is primarily interested in finding a happy future for each baby or child placed in its care. For this reason, the Department does not work by hard and fast rules. Adoptive parents do NOT have to have a certain amount of money in the bank, or a certain size income. They do NOT have to own their own home, or to have lived in this community for a number of years. It is not necessary that they plan to stay here indefinitely. Even age limits are flexible. Long periods of waiting for a baby or child are no longer customary either. For most couples who qualify as adoptive parents, a baby is usually available within six to nine months from the time they apply. This may be even a shorter time under some circumstances.

Most people think only of tiny babies when adoption is mentioned. And it is true, for many years, older children, and those with physical handicaps were not considered adoptable. All this has changed, however, and rightly so. For many couples, the adoption of a pre-school or school age child fits their family and life situation better than an infant. Parents whose own children are nearly grown, may want additional children to prolong their family life. Or if a mature couple has no family of their own.

An older child in a young family can be an interesting older brother or sister to natural children. Or, perhaps in a family of several boys, a little girl may be a welcome addition. All of this means that children who might otherwise have to grow up in foster homes or institutions, can belong to a happy family all their own.

The Adoption unit has found homes for children of all ages from a few days through 12 years, for children with physical handicaps, and for youngsters of all national and religious backgrounds, all races and racial mixtures. In several instances, it has been possible to place sisters or brothers and sisters together, thus saving these children the pain of parting from each other.

Adoption can create happiness for children without parents, and enrich the lives of couples who either have no children, or have smaller families than they would like. For information on adoption, call 299-2081.

#########

El Excentrico
Magazin Social, Fotografico Latino-Americano

CY 2 - 4273 195 DEVINE ST.

Publicado los Dias 5 y 20 de cada mes en San Jose, California. (Condado de Santa Clara).

HUMBERTO GARCIA
Director

DAVE E. SIERRA
Assistant Editor

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Esta Revista no se hace responsable de ideas u opiniones en articulos firmados.

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This PAGE is a PUBLIC SERVICE, there is no charge for readers wishing to express their views and opinions on matters of public interest. (Spanish or English.) Copy must be typewritten, double spaced. Manuscripts are not returned. Enclose wallet size picture.

The Editor
EL EXCENTRICO
195 Devine Street
San Jose, California

Dear Sir:

At the Political Education Group installation held on September 27th, attorney Rodriguez and a Mr. Corona made appeals for the Mexican Americans to join the Negroes for "greater progress and recognition." In addition, as reported in the Views and Reviews column of October 5th, it was pointed out that congressman Roybal and Assemblyman Moreno and Soto were involved in a movement to bind Mexican American, Negro and liberal Anglo forces.



I, for one, do not believe that what these men advocate is to the best interest of Mexican Americans. To accomplish what these men say, in my opinion, is a step back for the Mexican American rather than a step forward. What do these men mean by "greater progress and recognition?" The following are some reasons why I think we should not join the Negroes.

First, although the problems of the Mexican American and Negro minorities are in some respects similar, they are not identical. What the Negro minority advocates and does is not necessarily what the Mexican minority needs or wants.

In the second place, the Mexican American has a rich and beautiful heritage. So, why after all these years do we, the Mexicans, need a crutch to achieve our goals?

In the third place, contrary to popular belief of many, it is not theMexican Americans who occupy the lower levels of the socio-economic strata in the state of California, but rather he occupies one of the highest! Granted that there is a Mexican socio-economic problem that needs to be corrected and improved, but the reporting media of this field has been giving a distorted image, they constantly report effects rather than the cause.

Fourth, I believe that we should respect the Negro cause and help them but not at the cost of our Mexican identity.

If any "binding of forces" is needed, and I believe there is, let it be in a Mexican (and only Mexican) cultural-political unity and more education.

The Mexican Americans are not going to further their social, cultural, and economic positions by being involved in demonstrations, riots or murder!

Respectfully,
Robert A. Cervantes
San Jose State
ASB #A13454

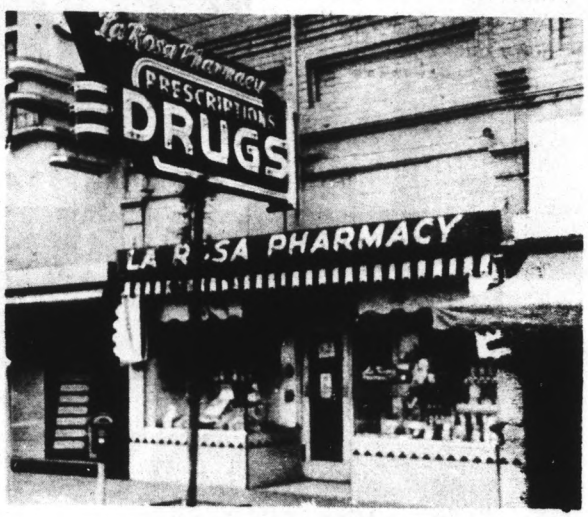
CARTA ABIERTA DE AGRADECIMIENTO

Doy mis mas sinceras gracias al publico en general que tuvo la gentileza de depositar sus votos a mi favor, en la votacion efectuada el dia 11 de Octubre del presente año, para el nombramiento de oficiales de la union de canerias No. 679. A la vez agradezco la cooperacion de todas aquellas personas que voluntariamente se prestaron a hacer propaganda a mi favor.

Desafortunadamente fui derrotado por los demas candidatos; pero esto me sirve de experiencia, e inmediatamente empezare a corregir mis errores, y comenzare a prepararme para las proximas elecciones, esperando triunfar en esa ocasion.

Una vez mas repito mi agradecimiento a todos en general por la cooperacion que tuve de ustedes, tanto en su ayuda en la propaganda como por sus votos depositados.

Sinceramente,
Candelario (Candy) Veliz



Maria La Rosa. Prop.

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CLUB San Felipe

Candy Veliz

If you don't have your ticket for the Club San Felipe Baile Ranchero get it from any club member. The tickets are selling at a fast clip and it promises to be a blast. Chris Carmona will play on November 2 at the I.E.S. Hall on East Santa Clara Street at 8:30 P.M. Get into your Ranchero outfit and I'll see you there. Cokes, beer and fun for all. Bailamos?



This gentleman is Art Cuellar. He just received a B.S. degree in Mathematics and was commissioned a 2nd Lieutenant and will be a bombardier with the Air Force. We think he is the greatest. Art, give Castro hell and hurry back.

****

The Club Elite Ball was well attended with the nicest people. Our queen lovely Dora Gutierrez took second place and was also chosen Miss Congenial. Congratulations, Dora, you are doing great.

The San Felipe boys gather around Queen Dora at the Elite Formal. Left to right: Ray Martinez, Greg Gloria, Naro Moran, Tony Guillen, San Felipe Queen Dora Gutierrez, Joe Camarillo, Candy Veliz, Joel Reyes, Ramsey Valdez and Joe Gonzales. After the dance menudo was served for Club members at the home of Naro and Hilda Moran. Thanks Hilda, it was delicious! If I must, you too Naro.

If it's furniture you want don't look for a place to buy it anymore. Go to Furniture Discount House on 82 E. Santa Clara Street and our good friend Hank Coca will give you the best deal in town. Hank is a real nice man and he appreciates your patronage.

Jess Medina and his softball team are relaxing after a victorious season. A victory party is in the making. I bet it will be a blast, right boys?

On October 20 Ray Martinez and Connie Garza will say their I do's. Congratulations from Club San Felipe and we wish you a world of happiness.

If you plan on going dancing on Saturday or Sunday, don't forget the Rainbow Ballroom where Mr. Frank and Ray Davilla present dancing at its best.

Becho Gloria added the pleasant voice of El Galan Jose Guillen y ahora si que estan completos. Nice going. Becho, your orchestra sounds terrific.

We are glad to report that real nice crowds are at our sponsor's nite club every Friday, Saturday, and Sunday. Maria's at 728 North 13th Street for the best nite club dancing in town. Paul frowns but Dan and Maria always greet you with a smile.

Don't forget-----I'll see you at our Baile Ranchero on November 2.

Finis --

Candy



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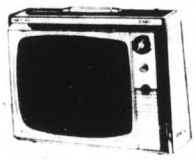
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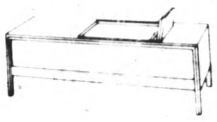
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Simon Villa

UNION CITY, CALIF.

Rumores en Union City

En los centros sociales de la hermosa ciudad de Union City, California, se rumora que algunas personas honorables y bien intencionadas de la localidad tienen interes en el embellecimiento, bienestar y progreso de Union City; dichas personas segun se sabe estan dispuestas a registrarse como candidatos a consejales en las proximas elecciones que se avecinan pidiendo a todos y cada uno de los votantes de la ciudad ya mencionada los apoyen con su voto, el cual sera altamente agradecido, y en recompensa se hara todo lo posible para representar al pueblo, haciendo una labor limpia desempeñada con toda justicia para tener la certeza de que el pueblo quede satisfecho de sus representantes, como? ----- usando sus derechos civicos, haciendo peticiones al Concilio y que sean oidas y sus comunicaciones por medio de correspondencia oficial se les acuse recibo, segun el acuerdo que sea conviniente y asi el pueblo aue los designa por medio de votos, para ser representados y tener la seguridad que su labor sea favorable dentro de la justicia, para la proteccion de vidas y propiedades.

!Cuidadon de Union City! Si ustedes conocen algun amigo o amiga que no este registrada para votar, hagales saber donde y como debe de registrarse para que goce de uno de los derechos mas sagrados de un ciudadano de los Estados Unidos de Norte America.

Jovenes y señoritas nacidas en los Estados Unidos, si ustedes ya cumplieron los 21 años de edad es muy importante que se registre para ser un ciudadano digno para poder practicar todos sus derechos y previlegios que la constitucion de nuestro pais nos concede.

En una de las partes donde debe registrarse es en el Departamento de Bomberos (Fire Department) o en las oficinas del Sr. Enrique C. Rivera y algunos otros lugares que pronto daremos a conocer por medio de nuestras columnas del EXCENTRICO, revista de prestigio, gracias a la benevolencia del Señor Director, Don Humberto Garcia.

- por Simon Villa

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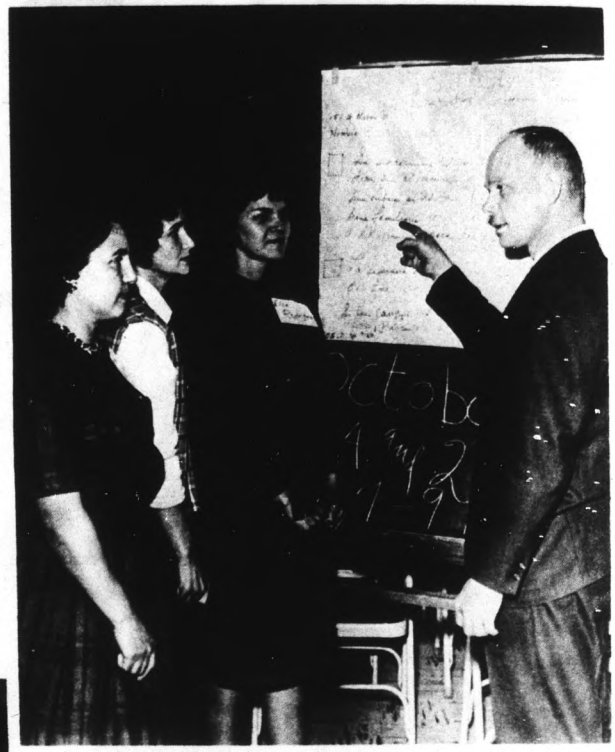
En la grafica de iz. a der: Herb, Dave, Pete Netto, Prop. y Bill atentos MECANICOS que le ofrecen el mejor SERVICIO en todo el valle. GRATIS! le prestan un CARRITO mientras le REPARAN el de Ud.

CY 3 - 3363 o CY 3 - 7430 **564 W. SAN CARLOS ST. SAN JOSE**

INVERSIONES de SALUD

El United Latin American Council de Santa Clara County en cooperacion con el San Jose City Health Department sigue con las clinicas nocturnas para el descubrimiento de DIABETES y GLAUCOMA. Gracias a las personas que ven en los siguientes fotos la primera de estas clinicas fue muy efectiva.

El comite esta encabezado por Candy Veliz y Bill Lopez. Señoras voluntarias quienes trabajan en las clinicas son Marge Lopez, Lena Vargas, Minnie Rodriguez, Elsa Rodriguez, Bertha Mosqueda, Helen Torrez, Betty Ponce, Esther Martinez, Isabel Gallegos, y Lena Manriquez. Otros que prestan sus servicios voluntarios son Mary Velasco, Richard Gomez, Ray Villegas y Pat Vasquez. Su servidor Bert Hendriksen es el coordinador de esta campaña para descubrir diabetes y glaucoma a tiempo.





En las fotos ven a las señoras y Candy Veliz tomando clases de orientacion para poder ayudar en las clinicas. Las personas que les dieron las clases son las enfermeras de salubridad Mrs. John Nellany y Mrs. William Wilson y la Doctora Mary Williams.

No deje su salud para despues. Tome sus screening tests lo mas pronto posible llamando al telefono 292-3141 para su cita previa. Los servicios de esta clinica son gratis. Esperamos que nos llame.



En la grafica el Dr. Lawrence Stern y la guapa recepcionista Sussan Lopez.

Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

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UNITED NATIONS FESTIVAL



Left to right -- Dean R. Cresap, Mayor of Palo Alto, welcomes Ernesto E. Cota, Mexican Consul in San Jose, and Mrs. Carmen Ray, Representative from The Phillipines to add to long list of International participants.

Two full days of international expression "Getting to Know You Through International Relations" will be featured at the Fifth Annual United Nations Festival, October 26 and 27, according to Mrs. David Rose, general chairman.

The event -- to be held at Exposition Hall at the Santa Clara County Fairgrounds -- will foster a cultural exchange for better understanding between people and for all ages, climaxing the County's celebration of United Nations Week.

The two-day program includes colorful exhibitions, international foods, crafts in action, movies, story-telling and juried art for adults and students.

Among the committee members assisting Mrs. Rose are:

Mrs. Flora Stevens, 10711 Crothers Road, San Jose
Lucile Breiner, 296 Bradley, San Jose, UNICEF
Betty Brill, Chairman of Publicity, 1559 Edgewood Way, San Jose
Mrs. Florence Bryant, Vice Chairman, 611 South Fifth St., San Jose
Phil Buskirk, 228 Massol, Los Gatos
James W. Cox, Physical Arrangements Chairman, 551 Kenneth Avenue, Campbell
Rose Crimi, Program Chairman, San Jose Recreation Department
Frances Hartstein, Chairman, Crafts in Action, 515 Coakley Drive, San Jose
Helene Hayes, Chairman, Student Art Poster, 1610 Bird Avenue, San Jose
John Lucchesi, Chairman, Food Booths, 857 South Daniel Way, San Jose
Sal Millan, Publicity, San Jose Chamber of Commerce
Inger Milstone, Chairman, Booths, 212 Westridge Drive, San Jose
William F. Stone, Jr., Chairman, Art for Adults, 1171 Holmes Avenue, Campbell
Fern Topham, Co. Chairman, Booths, 464 South 13th Street, San Jose



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Ed Camunez

The annual scholarship dance of the San Jose Forum will be held December 12th. We hope to beat last year's event which enabled us to grant three scholarships.

INSTALLATIONS:

The Union City Forum held its Installation Banquet which was attended by many civic and political leaders. The following officers were installed:

Chairman - Bernie Morales
Vice-President - Rudy Gonzales
Secretary - Fred Hernandez
Treasurer - Jess Orozco
Sergeant at Arms - Bernie Pena
Chaplain - Manuel Rena

LOCAL 679 ELECTIONS

All incumbents of Local 679 were re-elected, including Yours Truly. Our thanks to all of you 1,864 members who voted for me. Congratulations to Forumeers Candy Veliz and Al Pelayo on a clean, hard-fought campaign. To Diane Barrera who worked so hard in a losing cause, we want you to know that we like people who fight and work for what they believe in and we hope to have you on our side in the next election. Joe LaBarbera, champion vote getter, don't forget that many of those votes came from Mexican-Americans!

SANTA CLARA CHAPTER

The Santa Clara Chapter installed their Junior Forum Friday. Members are Benny, Hilda and Juan Vasquez, Mary and Helen Saucido, Mike and Sylvia Ybarra, Cynthia Homen, Christy Wardell, Walter Laden, Darlene and Bev Fitzgerald, Myra Colby and Carl Alvarez. Benny Vasquez is the Junior Chairman.

State Chairman Robert Rodriguez welcomed the Juniors and Regional Vice Chairman Ernie Vasquez officiated in the swearing-in oath.

The Santa Clara Chapter will also hold a Baile Ranchero at the SES Hall in Santa Clara on November 23, 1963, with Connie Caudillo and his Rancheros playing for your dancing pleasure. Please try to attend. You will have a lot of fun and this is a worthy project.

A color guard is being organized in Santa Clara and two more members are needed. Anybody interested, please contact Chairman Marie Vasquez, 243-5967.

Present Friday was a delegation from Union City led by Chairman Bernie Morales, Jess Cardenas, Bernie Pena and State Sergeant at Arms Mike Caro.

A delegation led by Pompeyo Garcia, on behalf of the Omah, a Woodsmen Association, presented an American Flag to the Chapter. Thank you very much Mr. Garcia and the Woodsmen Association.

(The opinions expressed in this column are those of the writer and not necessarily those of the EXCENTRICO MAGAZINE, American G.I. Forum, or of any organization to which he may belong)

In an excellent hour-long speech before the House of Representatives on October 16th, Congressman Charles Gubser, speaking on the Salinas tragedy, turned his speech into a bitter attack on Dr. Ernesto Galarza and a strong defense of P.L. 78, The Bracero Program, Number One target of the American G. I. Forum.

In his speech Gubser questions the need for a congressional investigation of this tragedy and the objectivity of Dr. Galarza. There is no question of Gubser's objectives since he is the spokesman for the Grower Associations in their effort to get an extension of P.L. 78. This writer feels that any tragedy such as the one that took the lives of 32 innocent farm laborers should be fully investigated, especially since this is one of a series of such accidents -- 1953 in Brawley - 8 dead and 9 injured; 1957 in Stanislaus County - 32 injured; 1958 Soledad - 12 burned to death. For these tragedies responsibility should be placed on those responsible, and ways and means found to prevent any further accidents of this kind. If the growers are innocent of any irregularities, they should welcome such investigations which would aid them in their efforts to get the desired extension. However, this bitter attack on Galarza, a minor consultant on the investigation committee, and the effort to destroy the committee before it begins its investigation, leads this writer to believe that they may not be entirely blameless in the tragic occurrences. The attack on Galarza, a colorful personality, is a clever political ruse to turn the attention of the public away from the tragedy itself and on Dr. Galarza who is not the subject of the investigation.

The Political Participation Committee of the San Jose Forum has voted to go all out in the effort to get a congressional investigation of the Salinas tragedy and to defeat the extension of P.L. 78, and we urge our readers to send cards to Congressman W. Donlan Edwards, Democrat, House of Representatives, Washington, D.C., asking for his continued support on this matter.

COMING EVENTS

Saturday, October 26th, Joint Forum Masquerade Party at the Horseman's Hall, Union City, Santa Clara and San Jose Forumeers get together in an all-Forum party.

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Club Elite's president
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American G I Forum San Jose Chapter
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Saturday, December 14, 1963 9 to 1:00 a.m.
Music by the fabulous orchestra
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In picture: Dario and (Guera) Mendoza
Meñol and Grace Ruiz make preparations to attend
the A. G I Forum Scholarship Dance



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Social Security Administration



Rafael Mendoza receives his first Social Security check from Vincent Rodriguez, field representative of the San Jose, California, District Office.

Rafael Mendoza worked on California farms for over thirty years. Afterwards, ill health prevented him from working and used up all of his savings.

Therefore, it was a pleasant surprise for him to receive an unexpected sum of money. It was even more pleasant, after being hospitalized for a long period of time.

Mr. Mendoza speaks limited English. In his hospital room, he was listening to a Spanish Language program, sponsored by the Community Service Organization. The speakers on this program were representatives of the San Jose Social Security Office, and the subject which was discussed was possible eligibility to Social Security payments.

Mr. Mendoza decided to look into his Social Security status, so communicated with his nurse, who phoned the local Social Security office and arranged for an application to be taken from Mr. Mendoza at the hospital.

A review of Mr. Mendoza's personal Social Security Account showed that he had had enough work in covered employment to be eligible for monthly payments. In addition, it was possible to pay him retroactive benefits, as he was more than 65 years of age.

Mr. Mendoza has been an agricultural worker most of his life. During the 1920's, he worked on the first cotton crops produced in the Los Banos area. He has worked in the Santa Clara County area since 1939. During World War II he worked at the Permanente Cement Plant. He has been widowed for some time.

He can testify to the tremendous growth of the San Jose area. From his sixth floor hospital room, he can see the spot where his car ran out of gas in the 1930's and he had to stay in his car all night since at that time this was a deserted country road.

Social Security records are confidential but Mr. Mendoza has given permission to have his case discussed in order to acquaint others with their rights under this insurance program.

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EL FOTOGRAFO de las ESTRELLAS ... !

Richard Diaz



ROSITA QUINTANA

Con inmenso placer presentamos a nuestros lectores esta fotografia de la despampanante ROSITA, actriz del Cine Nacional, Radio, Television y Teatro.

Rosita es una de las mujeres mas lindas de Mexico.



MANY RETURNS of the DAY

Mrs. Ruben Serda of San Jose, celebrated her birthday in the company of her husband and friends on Oct. 21 with a dinner - dance at their home.



Opening of Radio KPER offices in San Jose

On April 7th Radio KPER inaugurated it's new offices on the Alameda where Mr. Carlos Gomez will broadcast his radio program from. L to r: Carlos Gomez, Robert Welsch (mayor of San Jose) and Mr. Benjamin Gutierrez manager of Latin American Programs of KPER.



AMALIA MENDOZA

La Tariacuri, talented songstress will appear at the Rainbow Ballroom on Saturday, October 26. She is the very BEST.....!

LA VALENTINA hizo derroche de su Arte con su inimitable estilo de la cancion Ranchera durante la inauguracion de los Programas de Radio en Español en esta cd. En la foto el locutor Carlos Gomez.





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El dia 8 de Septiembre del año en curso marcando el reloj las 2:00 p.m. la Srita. FAYE ROSALIE PULIDO hija de la Sra. Carmen Pulido, tomo por esposo al joven SENOVIO GARZA, JR. hijo de los esposos Sr. y Sra. Senovio Garza, Sr. en la Iglesia Saint Leo de esta ciudad de San Jose. Rosalie es nativa de Colorado y Senovio de Texas La recepcion se verifico en el Azteca Hall asistiendo mas de 400 invitados. Luna de Miel en Las Vegas y a su regreso establecieron residencia en esta. En la foto: Jesse Amador, Peter Cortez - padrino, Reggio Bejarano, Roy Garza, Genevive Talavera, Linda Cortez - madrina, Bertha Garza, Mary Sandoval y los pajecitos John Martinez y Marie Martinez. LEITER STUDIO.

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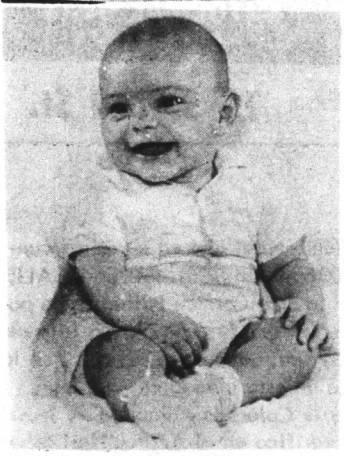


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Daniel Saldaña

JUEGO?

A ultimas fechas se ha puesto en el tapete de discusion este dilema: Se debe o no permitir el juego en el Estado de California?

Muchas han sido los opiniones en favor, pero tambien muchas estan en contra. Analizando la cuestion y por la exposicion de motivos externados por las dos partes, se puede decir que una parte esta por la moral social y la otra por el beneficio economico.

La opinion de que el permitir el juego en el estado lastimaria la moral y las buenas costumbres de sus habitantes, poniendoles la tentacion de las casas de juego con todos los agravantes que las caracterizan no tiene fundamento solido, por que los que sientan ofendida su moral o sus buenas costumbres, pueden eximirse de frecuentar tales establecimientos.

Los que estan de acuerdo en que se permita el juego en el estado son mas positivistas y consideran que los beneficios economicos que esto reportaria pueden ser de gran utilidad, creando una fuente de ingresos que actualmente se pierde, dando margen a la existencia de "desplumaderos" clandestinos.

El no permitir el juego en el Estado lo priva de recibir el ingreso que recibe el vecino estado de Nevada, al que miles de personas radicadas en California asisten diariamente, con el unico proposito de jugar. Esos miles de personas que van de California a Las Vegas, Reno y Lake Tahoe, hacen una buena entrada de millones de dolares anuales al estado de Nevada; millones que no estorbarian en el Estado de California.

Tambien se estudia la posibilidad de establecer una loteria del Estado de California, similar a las que existen en otros paises, que han encontrado por ese medio, una fuente de ingresos que se utiliza en servicios de ayuda para la parte de la poblacion mas necesitada, para el sostenimiento de hospitales, clinicas, dispensarios, dormitorios, comedores publicos o guarderias infantiles. Tanto el juego como la loteria del estado crearia una fuente de recursos economicos nada despreciables y si de gran utilidad para obras de beneficencia.

Haciendo calculos conservadores, la loteria podria dejar como provedio una entrada servacial de un millon de dolares, ademas de cinco o diez millones en cada sorteo extraordinario; Una inyeccion de cien millones de dolares al año a los ingresos del Estado, serian un gran ayuda economica.

La vecina Republica Mexicana tiene como institucion oficial la Loteria Nacional, con el producto obtenido por la loteria se sostiene la Beneficencia Publica, que a su vez sostiene dispensarios publicos, hospitales, comedores, dormitorios y otras muchas formas de ayuda para la clase de la poblacion que necesita de ellas. Como complemento se puede agregar que de los tres sorteos que se hacen cada semana, hay cientos de personas que al tocarles un premio se vuelven ricos de la noche a la mañana; son muchas las empresas y los negocios que se han establecido con el dinero ganado en los sorteos de la Loteria Nacional; ademas hay miles de familias que viven con lo que ganan, ya sea como empleados o como vendedores de los billetes de la loteria.

Las personas que estan en contra del juego tal vez ignoran que en las carreras de caballos se juega con autorizacion oficial. Clandestinamente y sin ningun beneficio economico para el estado se juega en todos los deportes, en todas partes y el colmo hasta en las elecciones de los candidatos politicos.

En tiempo de la prohibicion era ilegal la fabricacion de bebidas embriagantes, no habia ni una fabrica de licores autorizada, pero una de cada diez casas era una destiladora clandestina, que no le dejaba nada al erario nacional, enriquecia a sus propietarios y perjudicaba la salud de los que consumian sus productos; sin contar la cantidad de crimenes que se incubaron en esa epoca moralizadora. Lo peor de cualquier vicio es que este fuera de la ley.

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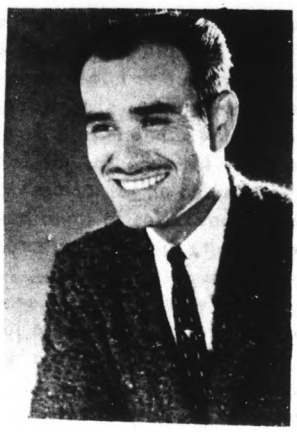
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CLUB Bachelors



Gilbert Solarez

Fans you are my friends, now don't go asking me who my enemies are. Ask a certain individual that has fire in his eyes but his bark is worst than his bite. Maybe Rudy knows?? Anyway that's how the cookie crumbles, the wall tumbles, and the cha-cha mambos.

Before I took my vacation I gave Rudy Belluomini the OK to write one issue and one issue only, but this cat took advantage of my generosity and came across with one on the cuff. He doesn't know when to quit, but I forgive him cause most of his stuff was censored. I gotta watch this guy, pretty soon he'll try to take over and throw me in the creek. Isn't he awful? Readers what do you think of this person? Don't answer!

CUAUHTEMOC SEMI FORMAL & DINNER DANCE
NOVEMBER 16

Club Social Cuauhtemoc's 10th Annual Semi-Formal Ball & Dinner will be held Saturday evening, November the 16, 1963, at the beautiful and spacious RICKEY'S HYATT HOUSE (Rose Room).

The music of Pete & Cope Escobedo and their orchestra will highlight an evening of a delicious dinner and dancing. The dance enthusiasts can again look to CLUB CUAUHTEMOC and in the years before to furnish the very best Semi-Formal in Northern California.

Again, as in past years, Mr. Humberto Garcia of El Excentrico will attend the Grand Ball to snap glamour photographs of San Jose's loveliest ladies and their empeccably attired gentlemen escorts on this memorable occasion.

Make it a must on your agenda. You'll never forget "MOMENTOS DE RECORDAR" at Rickey's Hyatt House. The dinner is from 7:00 to 9:00 and dancing from 9:00 to 1:00.

For bids you can contact Al Rodriguez and his phone number is 293-0051 and yours truly at 293-3337. In case you're wondering who the members are:

Joe Rodriguez - President
Gaspar Espinoza - Vice President
Amelia Lara - Secretary
Irene Montes - Treasurer
Al Rodriguez - Sergeant at Arms
Gilbert Solarez - Public Relations

May I add that these distinguished couples will be our Guests of Honor:

Mr. and Mrs. Bob Vasquez
Mr. and Mrs. Hank Coca
Mr. and Mrs. Jess Medina
Mr. and Mrs. Bob Rodriguez
Mr. Eduardo (El Guero) Grigg

From the Santa Clara Chapter of the G.I. Forum

Dear Gil:

On behalf of the Santa Clara GI Forum, I wish to extend my sincere appreciation and thanks for your using your car and your driving in the Columbus Day Parade in Santa Clara. It was also a big surprise when the Santa Clara Chapter was awarded First Prize in the Decorated Car Awards.

I am sure that you will use this news in your future article along with a picture of our queen. I am sorry that the parade lasted as long as it did but I am sure that you did not mind it.

I hope that we will be able to use your car in next years parade as we are making plans now to participate next year. We were invited to do so when we were awarded the trophy.

Thanks again, I remain

Very truly yours,
Mario R. Vazquez
Chairman.

Thanks, Mario, it was indeed a pleasure for me to be connected with such a worthwhile organization as the GI Forum. If next year I can assist you in anyway don't hesitate to let me know.

BAILE RANCHERO

Time to don your sarapes and guaraches once again cause the San Felipes are throwing another shindig.

All this RUEDO takes place on a Saturday November 2, at the IES Hall. The music will be supplied by Chris Carmona who is known for his happy sounds.

TO CERTAIN FEMALES

So you think you have me all figured out, listen sweetheart by being nice to you think you can get me to run your little errands? Your wrongly mistaken, to do a favor one expects to get one in return and there is nothing you can do for me. So just keep your lips sealed next time or you'll be blushing a pretty pink.

Results of the Cannery Workers Union #679 Election

	Votes
President	
Don Sanfilippo (R-C)	2536
Jim Henry (LML)	1828
Vice-President	
William Wells (CF)	2309
John Santos (DC)	1666
Secretary-Treasurer	
Ed Felley (R-C)	2258
Recording Secretary	
Patricia Diani (HF)	1997
Business Agents	
I. G. 'Slugger' Ficarotta (R-C)	2796
Walter L. Jones (LML)	2667
Joe Labarbera (R-C)	2963
Sam Rizzo (DC)	1274
Candelario (Candy) Veliz (T-V)	1453



CLUB *Elite*

Jovita Martinez

BRUSH AFTER EVERY MEAL

I have undergone a great change in my facial features if you may have observed already. And I must say I'm quite thrilled, that's not all either.....

THE ELEVENTH HOUR

This scene takes place at the Empire Room of the Sainte Claire Hotel:

ACT ONE - SCENE ONE "Shoot!"

Oops, we can't shoot any scenes, mainly because the cast isn't here. They're gone and so am I. On behalf of the club, we would like to extend our gratitude to all the wonderful people who assisted us in making preparations for our annual ball. Our thanks go out to Judges - Emma Hardwick, Director of the Em Rae Coiffure School; David Levine, Business Coordinator at Lockheed (and Carmen Molina's boss); Mr. Ralph Cobb, Manager of the Sainte Claire Hotel; Mr. and Mrs. Smeed. Others include Mayor Robert Welch of San Jose, El Guero who was the Master of Ceremonies. Also Hank Coca, who donated a lovely compact portable bar to the winner.

JET SET

Some of the charming guests were Angel and Esther Medina Gonzales, Connie and Cheno Plata, Ray Villareal, Joe Molina, Angie Perez, Tony Guillen, All the Bachelors, the Soria Sisters, Little Freddie and Esther, Rudy Roman, Velia Duran, Joey Fuentes and Dolores Mirada of Los Angeles, Armida Medina, Irene Ramirez. A new face which I had never seen before - the name is Hank Rivera and he looks like a suave playboy or shall I say Continental? Hank Coca with wife, looking very "in" and urbane like a Wall Street financier. Humberto Garcia, Cesar Garcia, Manuel Fernandez (dashing printer), The Three Stooges, Gilbert Solarez, Raul Coca, Snow White. Me.....Oh dear, I'm getting vertigo again I think that I should sit in a high place for a while until I feel a little better.

"Yes, while I was at this Ball I observed that some of the people would occasionally be put out of focus by some type of indigestion. All of these unfortunates were carrying little glasses with strange tea-colored liquids in them, and suddenly they were out of focus. Tsk, tsk.

THE CHANGING OF THE GUARDS

I would like to introduce Miss Denise Vasquez, Representative of RVA Post 1775, as the new Miss Elite of 1963. Josie Ramirez, Miss Elite of 1962, was there to bestow the new crown. And here's to a thrilling reign, Denise! (Sounds very impressive, heh, heh). Dora Gutierrez, representing Club San Felipe received two titles - that of Miss Bathing Suit and Miss Congeniality. Very well chosen we think. Also Mary Helen Soria was chosen for the Miss Evening Gown title. She represented Furniture Discount House.

Vicky Espinoza of Club Riviera and Connie Limos representing the Mexican Chamber of Commerce were two of the contestants in this pageant.

We of Club Elite feel that running for the title is always a very exciting thing, if not splendrous. But it also entails some other minor things like NERVES, TENSION, ANXIETY and good-sportsmanship. All of you girls displayed enough of everything and we are most pleased by your enthusiastic cooperation, evident in this event. Thank You.

MY FAVORITE MARTIAN

I would like to acknowledge the fact that Patty Tamez deserves the credit for all the nerve-wracking and hectic business that must be dealt with in order to conduct an affair like Athens by Night. Not only does it require initiative but GUTS! So I have put together some scraps of words that are suppose to resemble a poem, but I doubt it very much that they will.

In Honor of Patsy's Contributions to our Activities

Patsy dear, now that we are here,
We would like to give you a cheer,
Too bad we ran out of beer but it really doesn't
matter, for you will be Pres.-again next year,
Hear!!!!!
We still love you dear,
even if all 8 of your sinus cavities are blocked!!!!

THE BREAKING POINT

Two more of our long-lasting members are about to embark in the murky sea of matrimony. Rachel Andres, one of our former presidents and presently manager of The Holiday House in Campbell, has become engaged to Bill (I've gone and done it again, I can't remember his last name). Getting back to Rachel and Bill, they celebrated their engagement with champagne bubbles, white Thunderbirds and pink poodles and as I jot this down they are quietly sinking into the sunset.

Next in line are Carrie Villareal and David Navarro (active) member of the Bachelors. C and D are contemplating a June wedding. They had a little party thrown in their honor the other night.

Also on October 3rd Rosemarie Frausto & Chuck Beltrano were wed.

Hank Paramo and Frances! What subterranean dwelling are you flourishing in? And how is domestic life treating you?

BIZARRE BAZAARS

Charlie Molina has a monkey that he is most anxious to get rid of..... My shoe size is 8 AAA I hope someone will buy me a pair of tractor-boots with pink heels and orange leather. This morning as I quietly walked through the streets innocently stepping on lawns, and kicking dogs and cans along the street, I thought about how the mailman had not brought me any mail this morning except bills and pamphlets and I'm so true blue sad.





Dave Sierra

RAILROAD SOUP:

San Joaquin Club members will attend the USC-California football game at Berkeley this Saturday. Allegiance is divided. Paul Gary says he is convinced there is no other university in this great land of ours except University of Southern California. Ken Saucedo is a Stanford fan. Jess Muñoz is a football fan. Dave Sierra is a UCLA fan. Ed Plata is a 49ers fan. It is expected that the task force will be appropriately armed with grape juice, etc., for the long, dangerous trek to East Oakland. If we're not back by sundown, send the Sheriff, Dan Aguirre!!

Epoca de Oro Club held its First Anniversary celebration last Saturday evening at the Lochridge Avenue home of Mr. and Mrs. Frank Martinez. Barbecued steaks and happy juice were served outdoors and the group was addressed by Club President Ray Villegas. After the bar was moved into the garage the group was entertained by the guitar pickin' of Joe (T for Texas) Ponce and Frank (El Mariachi Coors) Martinez. Guests of Honor included Willie Lopez, President of the United Latin American Council, who spoke of Epoca de Oro's splendid contribution to the past United Food Drive Campaign; Manuel Martinez, well known real estate man; Mrs. Sierra and her beast; and others. Congratulations, Epoca De Oro!!!!!

Here's my contribution to the Tom Swifties: "I love my husband Bruce," said Art gally.

Larry Connor wants to know what's the first thing Liberace does when he buys a new car???

??????????????????????????????

SQUATT & LEAVITT
Stocks and Bonds - San Francisco

Oct. 18, 1963

Dear Client:

I have heard that you hold shares in American Can Company, The Pacific Gas & Electric Company, and the San Jose Water Works.

Owing to uncertain conditions of the market at present I advise you to sit on your American Can, let your gas go, and hold your water.

You might be interested to know that Southern Tissue touched a new bottom today and we were wiped clean.

Respectfully yours,
Juan S. Toomany
Squatt & Leavitt, Brokers

Hey, Eddie Camuñez, Alex Apodaca promised to join the G.I. Forum and work hard to advance the cause and ideals of the organization. We would appreciate knowing if he kept his promise.....

The management at Hillis is going to have a hard time keeping up morale after this week. Helen, the very attractive and personable bindery girl, is leaving for Germany to join her husband who is serving in the United States Groundpounders.

Anyway, best of luck Helen, and we sincerely hope that you enjoy your trip over to Europe on the Queen Elizabeth. Auf Weidersehen!

RAY GARCIA, 1633 Melody Lane, San Jose, won his flight in the recent Mexican American Golf Association Tournament in Fresno.



It didn't take long for Los Amigos Golfing Club to ask him to re-join the organization. Ray was a member before and when he quit nobody was too concerned. Now, he is a very valuable member of the club. Maybe now Los Amigos will accept San Felipe's challenge for a golf match.....

- -

- HUMOR WITHOUT WORDS -





HATS *Club*

PRESENTA



CARNAVAL LATINO!

CON

Bobby Zamora

y Su Quinteto

presentacion especial
DEL TRIO LOS CRISTALES

Baile todos los VIERNES y SABADOS

TARDEADAS

TODOS LOS DOMINGOS 4:00 p.m. a ?

CERVEZA bien refigerada - COCKTAILS para su DELEITE !

HATS

En la Calle SAN CARLOS
En frente del Auditorio Civico
San Jose, California

TEATRO LIBERTY

Tony Di Maria
GERENTE

CYpress 7 - 1456 67 S. Market St. San Jose, Cal.



¡LA MAS APASIONANTE AVENTURA DE CARLOS LACROIX, VIVIDA EN EL LEGENDARIO PUERTO DE BOMBAY!

¿CUAL ES EL ARMA QUE UTILIZA PARA SATISFACER SU CODICIA?

SI NO HA DORMIDO SUFICIENTE EN LAS ULTIMAS 24 HORAS ¡ABSTENGASE DE VER ESTA PELICULA!

¡LA MAS ELECTRIZANTE AVENTURA DEL REY DE LOS DETECTIVES, CARLOS LACROIX!



Jueves Oct. 31, Vier. 1, Sab. 2 de Noviembre



" SANTO CONTRA LOS ZOMBIES "

Santo - Armando Silvestre